CHAPTER



The Supply of Outdoor Recreation in Wisconsin

LANDS, WISCONSINITES ENJOY A WEALTH OF OUTDOOR RECREATION OPPORTUNITIES AVAILABLE IN STATE PARKS, PUBLIC RESERVOIRS AND LAKES, LOCAL PARKS, AND A WELL-DEVELOPED NETWORK OF TRAILS. However, although the state landscape itself presents many opportunities for recreation, the supply of recreation lands and facilities are not always adequate to meet recreation demand or to protect important natural resources. This chapter provides an inventory of existing recreation resources in Wisconsin, then assesses the needs of local park and recreation providers and discusses the methods used to identify Land Legacy areas of potentially high recreation demand. This chapter also discusses the Warren Knowles—Gaylord Nelson Stewardship 2000 Program Program, examining the supporting and expanded role this fund plays in the development and maintenance of recreation lands and facilities across the state.



Public Recreation Providers

Publicly owned lands are important components of Wisconsin's recreational supply. The three primary public providers of recreation lands include:

- THE FEDERAL GOVERNMENT
- THE STATE GOVERNMENT
- LOCAL UNITS OF GOVERNMENT (counties, cities, villages, and towns)

These publicly owned recreational facilities are discussed below.

Federally Owned Recreational Lands

Federal recreation providers in Wisconsin include the United States Department of Interior (the parent agency of the National Park Service and the Fish and Wildlife Service), the United States Department of Agriculture Forest Service, the Bureau of Land Management, and the U.S. Army Corps of Engineers. These providers offer opportunities for both active and passive recreation and are also actively involved in the conservation of forest, prairie, and water resources. Federally owned recreation lands in Wisconsin are therefore tied with the preservation of open space and natural resource management. Recreational activities provided in these areas are generally nature-based and non-destructive: hiking, camping, fishing, hunting, nature study, canoeing, boating, swimming, and similar activities.

State of Wisconsin Owned Recreational Lands

The Wisconsin Department of Natural Resources (WDNR) has two divisions, Lands and Forestry, which provide the majority of state-owned recreational lands and facilities. Through these divisions, the WDNR plays a significant role in identifying and conserving areas of unique and valuable natural resources across the state.

State WDNR lands that include park and natural areas provide a wide variety of outdoor recreation resources within Wisconsin. As shown in Figure 3-1, the distribution of state parks and wildlife areas affords excellent accessibility to users throughout the state. These lands offer a wide range of recreation such as camping, hunting, fishing, canoeing, birdwatching, horseback riding, and hiking. The WDNR Division of Forestry manages six state forests that offer diverse recreational opportunities including hunting, birding, swimming, and interpretive driving tours.

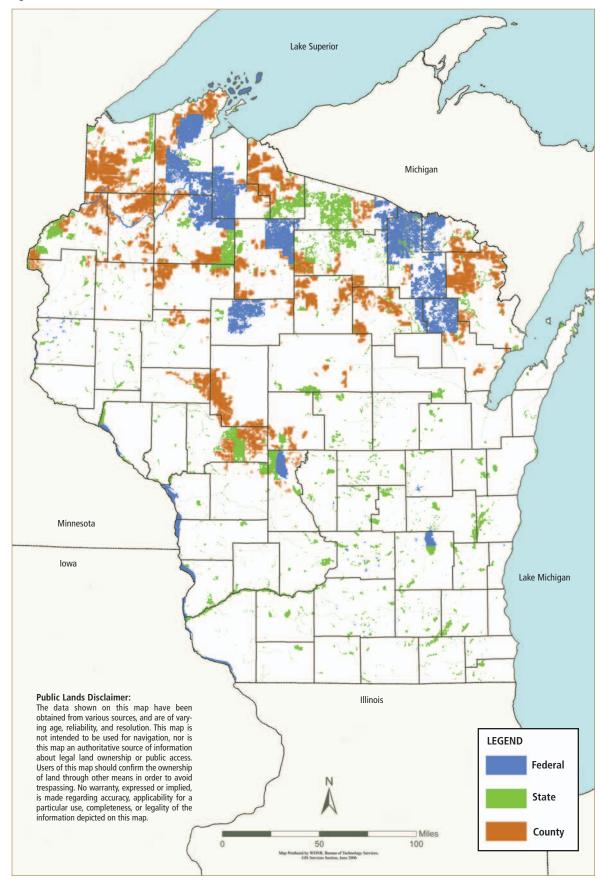
Recreation opportunities provided by the State of Wisconsin are similar in type to those provided by federal agencies. As on federal properties, the preservation of open space and conservation of natural resources are critical components of state-owned land management.



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Chapter 3: The Supply of Outdoor Recreation in Wisconsin

Figure 3-1: Public Lands in Wisconsin



Chapter 3: The Supply of Outdoor Recreation in Wisconsin

Locally Owned Public Lands

In addition to federal and state providers, there are many counties, cities, villages, and towns throughout Wisconsin that provide opportunities for both active and passive outdoor recreation. Many counties, particularly in the northern part of the state, manage extensive tracts of forest land for hunting, camping, and other forms of outdoor recreation. As Table 3-1 indicates, these county-owned forests and parks provide the largest amount of publicly owned acreage in the state. At the municipal level, the primary focus of outdoor recreation includes the provision of athletic fields, outdoor courts, playfields, playgrounds, and support facilities. Cities, villages, and townships manage the smallest amount of public acreage, together controlling just 1% of total public lands.



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Wisconsin, manage extensive tracts of forest
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outdoor recreation.

Table 3-1: State and Federal Conservation and Recreation Lands in Wisconsin Acres by Ownership • 2004

Public Ownership Type	Total Acreage	Total Acreage Percent of Total	
Federal Government	1,795,030	31%	
Wisconsin Department of Natural Resources			
Forests and Wild Rivers	624,470	10.4%	
Park and Natural Areas	141,246	2.4%	
Fisheries and Wildlife	600,978	10.2%	
Total	1,366,694	23%	
County Parks and Forests	2,594,625	45%	
City, Village, and Township			
City	38,571	<1%	
Village	12,677	<1%	
Town	10,754	<1%	
Total	62,004	1%	
Total	5,782,353	100%	

^{*} See Appendix D for complete listing of publicly owned land by county

Private Recreation Providers

A host of additional Wisconsin outdoor recreation resources are controlled by private interests. Two specific types of privately owned resource groups include those classified as non-profit (sometimes referred to as quasipublic) and those who operate businesses for profit.

There are many non-profit providers of outdoor recreation in Wisconsin. These include land trusts, conservation organizations, YMCAs, Boys and Girls Clubs, and religious institutions, among others. Many of these organizations are active in conservation. Wisconsin land trusts, for example, have permanently protected over 125,000 acres of open space, wildlife habitat, native natural communities, lake, river and stream watersheds, and other special natural resources.

Other private recreation providers manage their lands for profit. These providers include individual businesses and public utilities such as electric and water companies. Resources in this category cover a wide diversity of facility types ranging from private forests to water parks. Private sector providers often cater to specialized "niche markets," groups that, because of their narrow range of interests, are not served by the public sector. The recent boom in new recreational activities such as paintball and using water parks, has been facilitated by these specialized private sector resources. In most cases, private sector facilities are used for a fee. In some cases, however, the recreational role the private sector plays is indirect. Selling equipment, for example, improves the quality of the outdoor recreation experience, but is not directly involved in recreation.

Private landowners also provide outdoor recreational resources for both consumptive and non-consumptive recreational uses. Typically these lands are not available to public use, although some owners provide access to select individuals such as members of their immediate family, friends, and acquaintances. Two programs funded by state and federal taxes—the Wisconsin Managed Forest Law and the National Conservation Reserve Program—provide ideal settings for outdoor recreation uses. However, as shown in Table 3-2, only 43% of lands managed in these programs are open to the general public.

Table 3-2: Wisconsin Managed Forest Law and Conservation Reserve Program Lands

Program Enrollment Type	Total Acreage	Percent Open to the General Public
Managed Forest Law Lands	2,846,280	53%
Conservation Reserve Program Lands	618,446	0%
Total	3,464,726	43%



The recent boom in new recreational activities such as paintball and using water parks, has been facilitated by specialized private sector resources who often cater to specialized "niche markets."

Elements of Wisconsin Outdoor Recreation Supply

The supply of outdoor recreational resources across Wisconsin is highly varied and includes the obvious land- and water-based activities as well as the less obvious but equally critical components of outdoor recreation including organized sports, specialty parks, water parks, and other private providers of facilities that cater to people's outdoor leisure pursuits.

For this SCORP, the University of Wisconsin-Madison, undertook a recreation supply data collection and interpretation process that adapted and extended a federal data collection effort known as the National Outdoor Recreation Supply Information System (NORSIS). This survey used a set of 190 Wisconsin-specific recreational types and a specification of basic ownership categories ranging from private (two categories) to public (fifteen categories).

This Wisconsin-specific inventory was completed for each of Wisconsin's 72 counties using a variety of primary and secondary data sources. Results reflect the presence of recreational supply present in 2004. Where available, standardized secondary datasets were used to compile county-level supply components. Unfortunately, many of these components are not represented by standardized secondary datasets. This is particularly true for those components owned and managed by municipal, village, and town units of government. To account for these unrepresented data elements, a comprehensive telephone and mail survey was completed for each of the roughly 1,800 individual units of government located in Wisconsin. With minor exception, the resulting dataset is complete and represents the many recreational opportunities available in town, village, and city parks departments. This entire recreation supply inventory represents a unique contribution to the field of outdoor recreation and, with regular updating, may become an important resource for data on recreational resources. Table 3-3 lists key findings of this entire recreation supply inventory. These findings show the diversity of recreational resources across the state.

Table 3-3: Wisconsin Outdoor Recreation Supply Highlights

- Statewide, there are 1,135 public and private campgrounds with over 72,000 campsites.
- There are 6,282 holes of golf on 405 courses.
- There are 388 outdoor ice skating rinks evenly distributed thoughout the state.
- There are 167 marinas scattered throughout Wisconsin.
- There are 1,275 softball diamonds with the majority in the northern half of the state.
- There 26 water parks in the state and 546 outdoor swimming pools.
- There are 141,619 seasonal/second homes with most of these in the northern half of the state.
- There are 50 observation towers, mostly on state lands.
- There are 83 dog parks, mostly in urban areas.

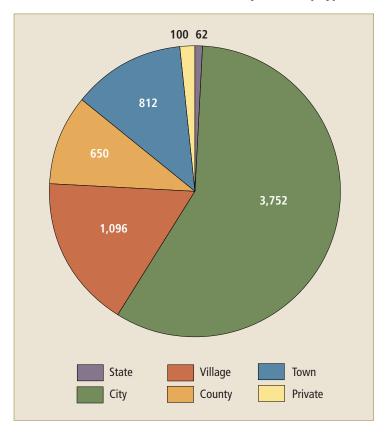
It is also important to note that the elements in Table 3-3, when assessed for ownership group, represent a broad and complex picture of recreation elements; given alternate ownership groups, the dataset represents a total of 335 unique recreation supply elements. Some recreation elements may occupy multiple ownership categories. Parks, for example, are primarily operated by public agencies in various units of government such as towns, villages, counties, and the state. There are also a limited number of privately operated parks run by non-profit groups. As shown in Figure 3-2, there are a total of almost 6,500 individual parks in Wisconsin. Of these parks, municipal units of government (cities) manage the largest number with over 3,700.

Further interpretation and discussion of these ownership elements at the regional level is presented in Chapter Five. In addition, a complete listing of recreational elements by county is available online at www.dnr.wi.gov/planning/scorp.

¹The USDA Forest Service has been actively involved in recreation supply planning for the past 50 years. Since the 1980s, there has been a nationwide effort to standardize data on recreation supply. Today, the NORSIS data set—developed and maintained by the USDA Forest Service's Wilderness Assessment Unit, Southern Research Station at Athens, Georgia—provides one of the few standardized sources of data for recreation in the United States. This database is a record of roughly 450 different amenity and recreation site variables for every county in the country. It contains a wide array of amenity attribute measures, including everything from the American Business Index's number of archery ranges per county to the USDA Forest Service's measure of wild and scenic river miles per county. Unfortunately, its ground-truthing for accuracy, regular updating, and ownership specificity remain significant issues for further refinement and additional research. Nevertheless, NORSIS remains the only national recreational dataset in which a base reference point can be established.

Chapter 3: The Supply of Outdoor Recreation in Wisconsin

Table 3-2: Total Number of Wisconsin Parks by Ownership Type



As Wisconsin works to develop and expand recreation, it is important that the state develop a system for evaluating potential sites with an eye towards their recreational value.

Recreation Prioritization of Land Legacy Areas

As Wisconsin works to develop and expand recreation, it is important that the state develop a system for evaluating potential sites with an eye towards their recreational value. Initial work done by the Wisconsin Land Legacy Report has identified an inventory of places believed to be critical in meeting Wisconsin's conservation and recreation needs over the next 50 years. To create an initial inventory of places, state citizens and nonprofit organizations were asked which areas they believed were critical in meeting Wisconsin's present and future conservation and recreational needs. From this polling, 228 sites across the state emerged as areas of special significance.

In classifying areas as Land Legacy sites, previous SCORPs have not incorporated data elements on social, economic, and demographic trends. These elements give a more accurate and integrated inventory of "Recreational Land Legacy Places"—areas of special importance to Wisconsin citizens and statewide recreation. For this SCORP, the WDNR and the University of Wisconsin Applied Population Lab divided the initial 228 Land Legacy areas into their appropriate SCORP regions. Next, five additional elements were evaluated: potential visitors, population/development pressure, cost of land acquisition, conservation significance value, and recreational potential. Each of these five elements was ranked on a scale of one to five, with more weight applied to recreational potential than other elements.

1. Potential Visitors

Future recreational areas should be easily accessible to a large number of potential visitors. To determine the number of visitors an area may receive, sites were assessed for the number of people living within a onehour drive of their respective boundaries. Road data was used to create buffer areas which were then placed on a map and compared to the buffer areas of surrounding sites. Areas with the highest amounts of potential visitors were assigned a higher score than those with lower amounts. While these areas certainly receive visitors outside of a one-hour drive, additional work evaluating travel patterns will need to be completed before including this data in Land Legacy designations.

2. Population/Development Pressure

In addition to providing sites that are easily and widely accessible, the WDNR also hopes to preserve Wisconsin's unique and special environments. Sites with especially high development pressures may, therefore,

Chapter 3: The Supply of Outdoor Recreation in Wisconsin

deserve priority in the designation of future protected areas. To determine population and development pressure, projected population growth estimates were assessed for each site. Areas expected to undergo the highest population growth were assigned higher scores than those in which population growth was expected to be minimal.

3. Cost of Land Acquisition

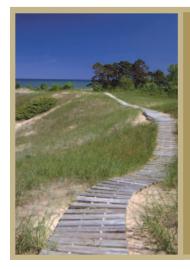
Cost of land acquisition is also an important consideration when evaluating potential Land Legacy sites. Areas in which undeveloped land (land which has not been developed for either urban or agricultural use) is relatively inexpensive were assigned a higher score than those in which land was relatively more expensive.

4. Conservation Significance Value

Though the primary goal of the SCORP is improving and expanding recreation within state-owned lands, the WDNR also hopes to preserve places of special ecological importance. For this reason, sites with significant ecological conservation value were assigned higher scores than those with a lower conservation value.

5. Recreational Potential

Finally, any future site must also facilitate participation in its region's top recreational activities. The top 15 recreational uses in each SCORP region were used as a template against which potential sites were evaluated. Sites that offered the most opportunities for popular recreational opportunities received a higher score than those areas that provided fewer opportunities for these activities.



Sites receiving
the highest
scores within
each region were
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Data from all five components was then compiled on a site-by-site basis. Sites receiving the highest scores within each region were designated as high recreational potential Land Legacy sites. Table 3-4 presents the 15 top ranking Land Legacy areas within the state that should be targeted for recreational development and/or environmental preservation. Sites are listed in priority order. These results suggest that, though not a problem exclusive to the Southern Gateways or Lake Michigan Coastal Regions, suburban development was a particular threat in these regions. Targeted protection and acquisition efforts in southern areas should therefore be made in the near term, before population or land value pressures become too great for further purchases and/or environmental preservation. More specific Land Legacy rankings for each of the SCORP regions are presented in Chapter Five.

Table 3-4: Top 15 Wisconsin Statewide Land Legacy Recreation Areas in Need of Near Term Preservation and/or Continued Protection (results ranked in priority order)



Local Park and Recreation Needs

As another aspect of this planning process, local recreational needs (county, city, village, and town) were also assessed. This process involved a review of 373 local park and recreation plans on file as part the WDNR recreation grants program. These plans represent all forms of local government, though there are proportionally more city and county governments than village and town governments. These plans have a five year life span, with updating to occur for continued grant eligibility.

During this plan review, the top five planning recommendations of each county, city, village, and town plan were summarized. These recommendations were then compiled into a larger list and categorized into three areas: park and open space acquisition needs, general recreation improvements, and new recreation developments. The results of this summary, presented in Table 3-5, indicate a need for further improvements and developments in urban, developed settings. This result is not surprising as local park and recreation plans tend to focus upon improving or expanding traditional park-like developed settings.

In addition to traditional park developments such as swimming pools and park shelters, this list also indicates demand for several nontraditional recreation developments. For example, many communities need more disc golf courses at the local level. These results reflect the changing demands on public recreation lands.

Table 3-5: Summary of Local Park and Recreation Plan Recommendations

Park and Open Space Acquisition Needs:

- Community parks¹
- Dog parks
- Ice Age Trail
- Mini parks1
- Neighborhood parks¹

General Recreation Improvements:

- ADA accessible facilities
- Athletic field upgrades and improvements
- Better signage
- · Playground equipment upgrades
- Restroom upgrades

New Recreation Developments:

- Bike trails
- Boat launches
- Camping
- Disc golf courses
- Ice skating rinks
- Indoor recreation complexes
- Nature trails
- · Park shelters
- Picnic areas
- Scenic drives
- Skateboard parks
- Sledding hills
- Soccer fields
- Swimming pools
- Tennis court development
- Trail connections
- Volleyball courts
- Water access
- Water trails
- Water spray parks

¹ Descriptions of these park types and other parks are described in Appendix B.



The results of this summary indicate a need for further recreation improvements and developments in urban settings.

Warren Knowles – Gaylord Nelson Stewardship 2000 Program

Wisconsin has a long and successful history of bipartisan financial support for the conservation of the state's natural resources and the provision of outdoor recreation opportunities. The state's first comprehensive, long-term land acquisition and recreational development program was the Outdoor Recreation Action Program (ORAP), enacted in 1961, and revised in 1969 and 1981. This program provided funds to state and local governments for the acquisition of conservation lands and the development of recreational facilities.

Today, the Warren Knowles–Gaylord Nelson Stewardship Program (Stewardship 2000) is the state's primary funding source for the state, local governments (including tribes), and non-profit conservation organizations to acquire land and easements for conservation and outdoor recreation purposes. The program is funded by general obligation bonds.² The original ten year Stewardship Program (FY1991-2000) created in 1989 (Wis. 1989 Act 31) authorized approximately \$23.1 million annually to be used by the WDNR, local units of government, and nonprofit conservation organizations. The success of this program resulted in an extension and redevelopment of the original program. The subsequent ten year program, Stewardship 2000, was created in

1999 (Wis. 1999 Act 9). This program remains comprehensive and addresses a broad spectrum of land conservation and nature-based recreation needs across the state. For Stewardship 2000, the original Stewardship Program's fund subprograms were reorganized to allow for more flexibility of use depending on need. In addition, local assistance grants were redefined from broad spectrum community outdoor recreation to "nature-based outdoor recreation."³

Stewardship 2000 is administered by the WDNR and provides \$60 million annually through FY 2010. As shown in Table 3-6, the program includes several subprograms, each with its own goals and priorities. These subprograms provide funds to improve visitor amenities at state and local parks; restore wetlands and prairies; and acquire land for trails, natural areas, state and county forests, wildlife habitat, urban greenspace, state and local parks, river and stream corridors, and flowages and wild lakes.

Table 3-6: Annual Stewardship 2000 Fund Subprograms and Expenditure Plan

Program Category	Subprogram	Annual Funds (\$)	% of Fund
Land Acquisition	WDNR Conservation and Recreation Land and Trails	\$37,000,000	62%
	Nonprofit Conservation Organization (NCO) Conservation and Recreation Land and Trails	8,000,000	13%
Bluff Protection	WDNR and NCO land acquisition in the Great Lakes; \$1 million earmarked through FY 2004		
Baraboo Hills	WDNR, NCOs, local governments; \$5 million		
Property Development and Local Assistance	Earmarked over previous years	6,750,000	12%
	NCO State Property Development Grants (e.g. Friends of Wisconsin State Parks)	250,000	<1 %
	Local Assistance Grants: for acquisition and development; local governments and NCOs	8,000,000	13%
TOTAL		\$60,000,000	

² The state of Wisconsin sells bonds to investors now to raise the funds, then pays back the debt over the next 20 years. This spreads the cost over time so it is shared with future users of public lands.

^{3 &}quot;Nature-based outdoor recreation" focuses on the appreciation or enjoyment of nature and excludes recreation that requires extensively developed space such as sports fields, swimming pools, and tennis courts.

An important component of the Stewardship 2000 Program is the cooperative partnership between the WDNR, local governments, and private Non-Profit Conservation Organizations (NCOs) such as The Nature Conservancy, the Ice Age Park and Trail Foundation, and regional NCOs such as the Door County Land Trust and the West Wisconsin Land Trust. To foster these partnerships, Stewardship 2000 provides 50% match grants to local governments and NCOs for eligible projects. These grants enable the state to stretch its dollars by leveraging other funding sources. Foundations, businesses and private citizens also contribute to Stewardship projects, and landowners may donate land and easements as well. This leveraging of private resources with public funds is another important component of Stewardship 2000's success. The Stewardship Advisory Council, with representatives from both local governments and nonprofit organizations, advises the WDNR on matters relating to the program.



lands and conservation easements with Land Acquisition funds for purposes such as the

Ice Age National Scenic Trail.

Stewardship 2000 has four major components:

1. Land Acquisition by WDNR and NCOs: Acquisition of land and easements for a wide range of conservation and outdoor recreation purposes. Examples of WDNR properties that included Stewardship 2000 land acquisition funds: Turtle Flambeau Flowage in Iron County, Forest Legacy easements in northern counties, Buckhorn State Park and Buckhorn Wildlife Area in Juneau County, Spread Eagle Barrens State Natural Area in Florence County, and Milwaukee Lakeshore State Park.

Qualified NCOs are also eligible to acquire lands and conservation easements with Land Acquisition funds for such purposes as the protection of natural areas, habitat areas, streambank protection, and the Ice Age National Scenic Trail. Table 3-7 lists a summary of Stewardship 2000 projects. Examples of these projects include the West Wisconsin Land Trust's acquisition along Pine Creek, a class one trout stream in Pierce County; the Door County Land Trust's Bayshore Bluff Project along the Niagara Escarpment; and The Nature Conservancy's Wolter property acquisition in Vilas County.

Table 3-7: Stewardship 2000 Program – Land Acquisitions as of July 1, 2004

Category	Cost	Acres Purchased
Fisheries, Streambank	\$14,110,100	6,248
Parks and Southern Forests	\$14,223,400	5,328
Northern Forests	\$29,011,700	45,498
Wild Rivers & Resources	\$22,245,600	24,012
Wildlife & Habitat	\$25,307,400	27,010
Natural Areas	\$11,028,400	11,607
Trail & Ice Age Trail	\$11,494,500	7,795
Non-point and Other	\$211,800	825
Total	\$137,667,000	128,323

Chapter 3: The Supply of Outdoor Recreation in Wisconsin

- 2. Local Assistance: Grants to local governments and NCOs for acquisition of land, conservation easements, and development projects that support nature-based outdoor recreation. See Table 3-8 for a summary of local government Stewardship 2000 projects. Examples of these projects include the City of Fort Atkinson's development of their Rock River Riverwalk, the City of Ladysmith's acquisition of land along the Flambeau River, and the Baraboo Range Preservation Association's purchase of a conservation easement along the Baraboo River in Sauk County.
- **3. Property Development on State Lands by WDNR, Friends groups, and NCOs:** Development of recreational facilities on state properties includes such projects as campground renovations, construction of park support and interpretive facilities, and improved accessibility to recreation areas.
- 4. Baraboo Hills: Land and easement acquisition for the conservation of the hardwood forests of the Baraboo area by the WDNR, local governments, and NCOs.

Table 3-8: Stewardship 2000 Grants (July 1, 2000 through December 31, 2005)

	Number of Grants	Award Amount	Acres Acquired		
Acquisition-Grants Only					
To Local Units of Government	134	\$15,590,445	4,490		
To Non-Profit Organizations	155	\$35,810,243	22,459		
Total	289	\$51,400,688	26,949		
Stewardship Grants Overall (Ac	Stewardship Grants Overall (Acquisition & Development/Maintenance Combined)				
To Local Units of Government	380	\$32,285,177	4,490		
To Non-Profit Organizations	268	\$36,749,645	22,459		
Total	648	\$69,034,822	26,949		
Development, Habitat Restoration, Maintenance Grants					
To Local Units of Government	246	\$16,694,732	_		
To Friends Groups, Non-Profit Organizations	113	\$939,402	_		
Total	359	\$17,634,134	_		

As the state budget fluctuates and funding for programs statewide becomes increasingly scarce, proposals have been made to severely cut or reduce the scope of Stewardship 2000 funding. Editorials in support of the program appeared at the time in more than 25 newspapers statewide, indicating that Wisconsinites recognize and support the key role this program has played and will continue to play in the long-term protection of Wisconsin's special places.

Summary

Wisconsin enjoys an abundance of outdoor recreation opportunities and activities. Across the state there are sites that cater to active, passive, and motorized recreational uses. These sites may vary widely in the types and extent of recreational opportunities they offer depending on where in the state they are located. Urban regions in Wisconsin generally have more sports facilities and viewing and learning resources, while rural parts of the state have relatively more land-, forest-, and water-based activities.

The need for an increased supply of recreation land and facilities is evident on a variety of levels. On a land-scape scale, there are a number of important areas within the state that deserve increased attention for environmental protection and preservation. At the local level, municipal and county parks are in need of facility upgrades and continued management. The Stewardship 2000 Program, with assistance from the Federal Land and Water Conservation Fund, has been instrumental in helping state and local agencies meet these needs. As the Stewardship 2000 Program is redeveloped in 2010, the base of the program should be expanded to provide funding for additional outdoor recreational facilities at the municipal and local level.

Matching the presence of outdoor recreation facilities with recreational demands presents a complex challenge. Provision of high quality outdoor recreation is a primary responsibility of public agencies and will require sound, standardized efforts to better understand the supply and demand aspects of outdoor recreation. It is our hope that the information presented in this chapter will aid recreation planners and providers in accomplishing this goal of providing high quality outdoor recreation across all levels of ownership.